



Item
Meeting 2019 February 25

COUNCIL REPORT

TO: CITY MANAGER 2019 February 20

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: REZONING REFERENCE #18-52
Skysign on Existing Building
Metrotown Downtown Plan

ADDRESS: 6222 Willingdon Avenue (see *attached* Sketches #1 and #2)

LEGAL: Air Space Parcel 1 District Lot 153 Group 1 New Westminster District Air Space Plan EPP50941

FROM: CD Comprehensive Development District (based on C2 and C2f Community Commercial District, RM5s Multiple Family Residential District and Metrotown Downtown Development Plan as guidelines)

TO: Amended CD Comprehensive Development District (based on C2 and C2f Community Commercial District, RM5s Multiple Family Residential District and Metrotown Downtown Development Plan as guidelines)

APPLICANT: Scott Paragon Signs Ltd.
414 – 5940 No. 6 Road
Richmond, BC V6V 1Z1
Attention: Mike Wierzbicki

PURPOSE: To seek Council authorization to forward this application to a Public Hearing on 2019 March 26.

RECOMMENDATIONS:

1. **THAT** a Rezoning Bylaw be prepared and advanced to First Reading on 2019 March 11, and to a Public Hearing on 2019 March 26 at 6:00 p.m.
2. **THAT** the following be established as prerequisites to the completion of the rezoning:
 - a) The submission of a suitable plan of development.
 - b) A commitment that the skysign installation be related to continued occupancy by CUPE at the subject site.

REPORT

1.0 REZONING PURPOSE

The purpose of this rezoning is to permit the installation of two skysigns, one on the Beresford Street (north) frontage and the other on Willingdon Avenue (west) frontage of the office component of a residential/commercial mixed-use building on the subject site.

2.0 BACKGROUND INFORMATION

- 2.1 The subject property is located on the northeast corner of Beresford Street and Willingdon Avenue, within the Council adopted Metrotown Downtown Plan area. To the north across Beresford Street is the BC Parkway and Expo SkyTrain guideway, with the Metrotown Bob Prittie Library and Civic Square further to the north across Central Boulevard. To the west across the lane is the 'Gold House' development (Rezoning Reference #13-23), which is currently under construction. To the south are older low rise apartment buildings. To the west across Willingdon Avenue are high-rise apartment buildings developed in the 1980s, as well as Kinnee Park.
- 2.2 The subject site was redeveloped under Rezoning Reference #12-24, which received Final Adoption on 2013 October 21, permitting the subject site to be developed with a 37 storey residential tower atop a four (4) storey retail and office podium. Appropriate signage was established for the building through a Comprehensive Sign Plan (CSP), including the opportunity for a future Skysign on the fourth floor fronting Willingdon Avenue. Notwithstanding the identification of a future Skysign for the site, based on the skysign guidelines established with Council all skysigns require consideration by Council through a separate CD Comprehensive Development District Rezoning.
- 2.3 Skysigns are defined as signs that are located at the top of major commercial buildings (offices and hotels) at/or above the third floor level (ie. above the second storey). Policy guidelines for skysigns have been prepared and are used to assist in the evaluation of skysigns approved through rezoning. The Skysign Guidelines establish that skysigns on higher buildings, generally above ten (10) storeys in height, have a sign area of up to 7.4 m² (80 sq. ft.) and a sign height and width of no more than 3.0 m (10 ft.).
- 2.4 The proposed CUPE Skysign is aligned with the City's Corporate Strategic Plan by supporting the following goals and sub-goals of the Plan:
 - A Connected Community
 - Partnership: Work collaboratively with businesses, educational institutions, associations, other communities and governments.

- A Healthy Community
 - Community involvement: Encourage residents and businesses to give back to and invest in the community

- A Dynamic Community
 - Economic opportunity: Foster an environment that attracts new and supports existing jobs, businesses and industries.

2.5 The applicant has submitted a plan of development suitable for presentation to a Public Hearing.

3.0 SKYSIGN PROPOSAL

3.1 The applicant is proposing to install two skysigns for the CUPE BC on the Beresford Street (north) frontage and on Willingdon Avenue (west) frontage of the mixed-use residential/commercial building. The proposed skysigns are intended to identify the “CUPE” logo, and provide exposure to the offices for vehicles along Willingdon Avenue.

3.2 The proposed fascia skysigns are comprised of an internally illuminated (LED) channel letters attached on an aluminum raceway. The logo is 0.81 m (32 inches) high, 3.07 m (121 inches) wide, a depth of 0.13 m (5 inches) with a total area of approximately of 2.5 m² (30 sq. ft.). The signs will be mounted approximately 18.29 m (60 ft.) above grade.

3.3 Criteria for the evaluation of skysigns for commercial buildings also include consideration of an active and major user, where the user should occupy a minimum 25% and a minimum 60,000 sq. ft. of gross leaseable floor area. The CUPE office occupies 3,106 m² (33,436 sq. ft.) of the total 5,442.72 m² (58,585 sq. ft.) of commercial floor area within the building, which represents 57% of the building’s commercial floor area. Although the minimum area is not met under the guidelines, the CUPE BC office is considered a head office location, and meets the percentage criteria under the guidelines. As such, the proposed skysign on the fourth floor is considered appropriate subject to a commitment to keep the sign in relation to the occupancy of the CUPE office on the subject site.

3.4 The skysigns will be affixed to the building on aluminum raceways and is considered to be architecturally integrated with the existing residential/commercial mixed-use building.

3.5 The developed was serviced under the previous rezoning (Rezoning Reference #12-24) and subdivision (Subdivision Reference #13-07). As such, no further servicing, rights of way or cost charges are required in connection with the subject rezoning.

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3.6 Overall, the subject proposal meets the intent and purpose of the adopted guidelines for skysigns, and is consistent with the approved CSP for the property. As such, the proposal is considered to be supportable.



Lou Pelletier, Director
PLANNING AND BUILDING

JBS
Attachments
cc: City Solicitor
City Clerk

Mike Wierzbicki
Scott Paragon Signs Ltd.
414 – 5940 No 6Rd
Richmond, BC V6V 1Z1
604 273-4155
mike@scottparagon.com

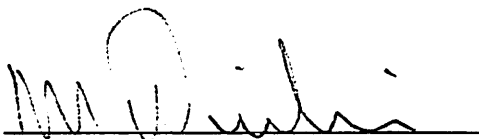
Dec 18, 2018

City of Burnaby Planning Department
Attn: Lou Pelletier, Director
4949 Canada Way
Burnaby, BC V5G 1M2

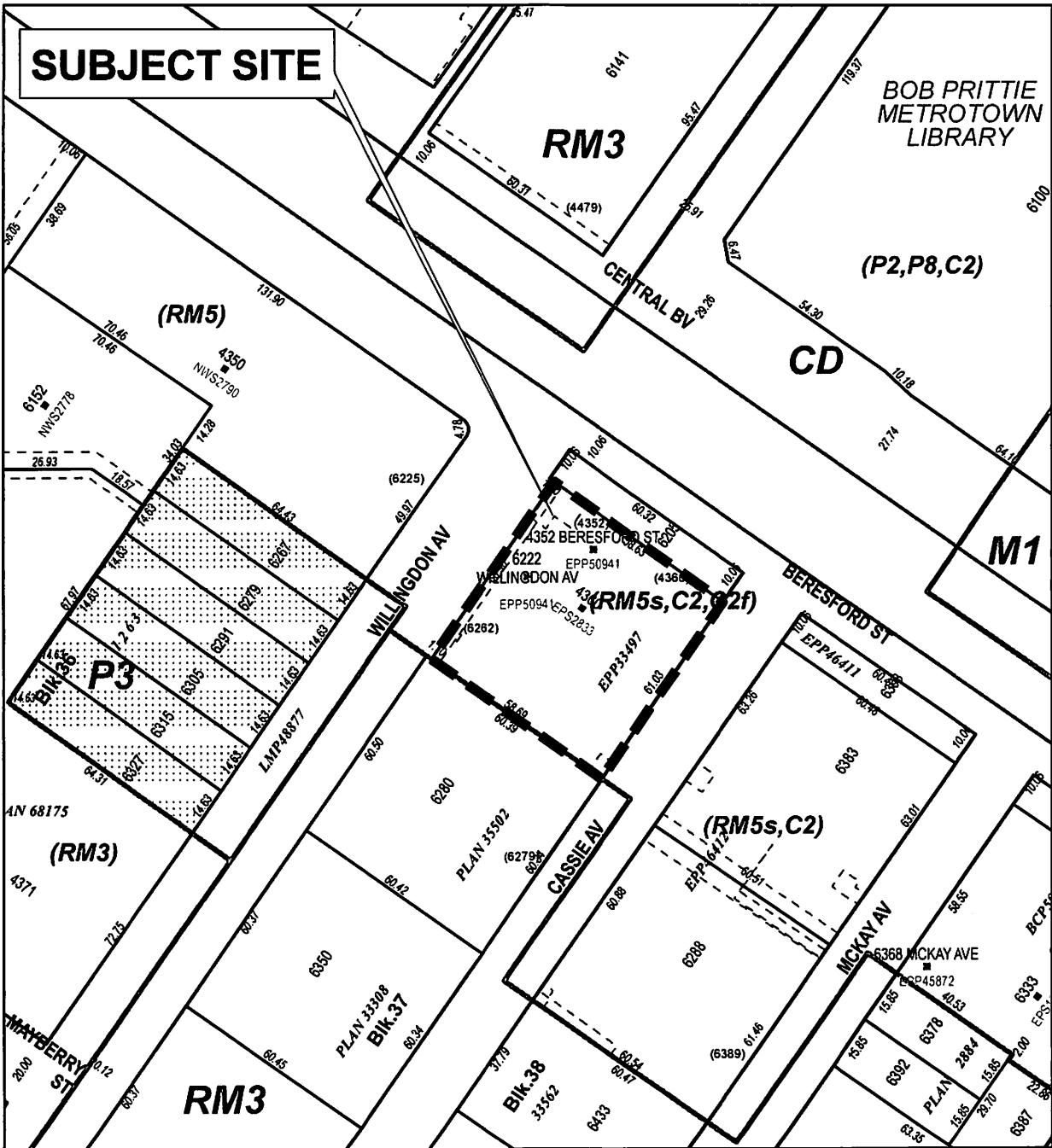
Re: Rezoning Letter of Intent
6222 Willingdon Ave.
Modello

I, *Mike Wierzbicki*, on behalf of *Scott Paragon Signs Ltd.*, have submitted this application to rezone *6222 Willingdon Ave.* from the current *Zoning District CD (C2, C2f, RM5s)* to the *Zoning District Amended CD (C2, C2f, RM5s and Metrotown Downtown Plan as Guidelines)* for the purpose of *the installation of a Skysign for the CUPE head office.*

Thank you for your consideration of this rezoning request, we look forward to working with the City towards the approval of this application. If you have any further questions regarding this rezoning application, please feel free to contact me.



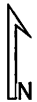
Mike Wierzbicki, Manager
Scott Paragon Signs Ltd.



SUBJECT SITE



PLANNING & BUILDING DEPARTMENT



DATE:
JAN 03 2019

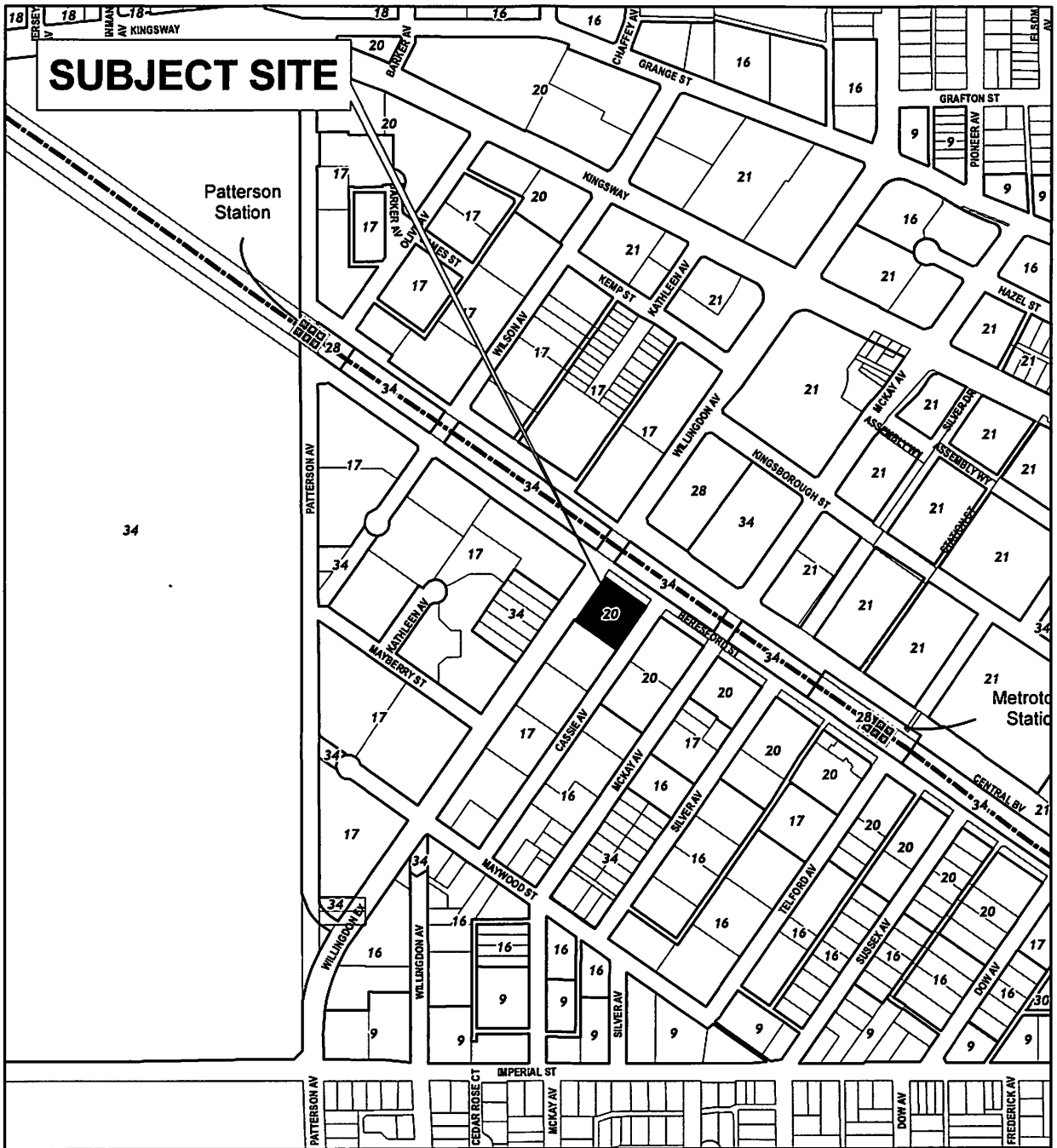
SCALE:
1:1,836

DRAWN BY:
AY

REZONING REFERENCE #18-52
6222 WILLINGDON AVENUE

 Subject Site

Sketch #1



- 9** Medium Density Residential (RM3s)
- 15** High Density Residential (RM5)
- 16** High Density Residential (RM4s)
- 17** High Density Residential (RM5s)
- 18** High Density Mixed Use (RM4s/C2)
- 19** High Density Mixed Use (RM4s/C3)

- 20** High Density Mixed Use (RM5s/C2)
- 21** High Density Mixed Use (RM5s/C3)
- 28** Institutional
- 30** Public School (P3)
- 34** Park and Public Use (P3)



Planning and Building Dept

Metrotown Plan

